

Universal Card Access

US Department of Energy Natural Gas Vehicle Technology Forum

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Who is ENRG?

- 1997 Pickens Fuel Corp.
 - Primary market Southern California
- 1999 efuels - formed by BC Gas
 - CNG network in British Columbia
- 2000 efuels and PFC merged-formed ENRG
- 2003 ENRG acquired Blue Energy and Technologies (Transtar and Natural Fuels)

Our Mission

- ENRG's core business plan and mission is:
 1. *Design, Build and Operate natural gas fueling stations for high fuel use fleets*
 2. *Make natural gas transparent for our customers*

ENRG Today

- Operate 150+ CNG and LNG fueling stations
- Provide fuel in 8 States and Canada
- Provide turnkey solution
 - Grants, station construction and maintenance, fuel supply, card billing and administration
- 100% of the Design, Construction and Installation
 - Include all necessary equipment for fully functional fueling station
- 100% station maintenance
- Marketing Relationship with Ford and Cummins Wesport

Existing Network

- California CNG Network
 - Like most utility systems in the US
 - Customer applies for proprietary fueling card
 - ENRG card issued from Seal Beach office with no actual credit check
 - However to fuel in California requires many cards
 - ENRG, SoCalGas, FleetStar, Long Beach, PG&E, SDG&E, Trillium and Pinnacle
 - » Each company has own policy and card for fueling
 - » Not willing to share company billing databases
 - » It would be like Shell accepting Mobil cards

The Problem

- Southern California
 - South Coast AQMD passed a series of “fleet rules” for taxis and shared ride vehicles requiring cleaner vehicles among other fleets
 - Independent taxi operators represent high credit risk
 - Very high turn over rate – hard to track down
 - Typically lack established credit

The Solution

- Couldn't have cash payment at stations
 - Margins can't justify personnel costs and high capital costs for station retrofit
- Solution - provide credit card payment at the pump

Challenges

- Current proprietary card software (EJ Ward) not capable of accepting major credit cards
- Major Credit Cards require receipts
- Local Fire Marshall requires user training before cards can be issued

Solution

- In partnership with MultiForce System developed new software to allow MultiForce system to read existing EJ Ward cards and accept major credit cards
 - Replacing cards would be too expensive and cumbersome
- Looked for dispenser with integrated card reader to handle transactions
 - Also need to resolve training requirement

Solution

- Teamed up with Greenfield to provide dispensers
 - Newest Gilbarco cabinet model with integrated card reader AND LCD video screen.



Solution

- Still had provide training at the pump
 - Developed 60 second training video in collaboration with SoCalGas
- How it works
 - 1. User inserts credit card
 - 2. Prompted for two digit training PIN (based on card number)
 - 3. If incorrect, 60 second video automatically starts playing
 - 4. At the end PIN is generated and printed on receipt for user's record
 - 5. Card reader begins authorization process for card
 - 6. Dials out to credit card processing and obtains authorization
 - 7. Once authorized pump is turned on and user begins fueling
 - 8. Option to have receipt printed or not
 - 9. Twice per day system calls out to processor to close transactions
 - 10. ENRG receives money within 48 hours

Implementation Challenges

- New software required several versions to improve ability to handle video and credit card processing
- Alpha site was ENRG's Seal Beach station – very close to corporate HQ and ability to closely monitor progress



Implementation Challenges

- Area above dispenser is Class 1 – Div 1 area and require positive displacement
 - Had to install air compressor to provide constant purge in the space
- Overall after significant investment of time and resources by ENRG and MultiForce Systems appears to be stable

Implementation Challenges

- What happens if they don't have credit cards?
 - Accept any card with Visa/MasterCard logo
 - After September 11th - not allowed to get anonymous Visa gift cards, must have name on it
 - Currently examining possible prepaid card system

Mass Deployment

- ENRG received partial, but generous grant funding from AQMD for this project to replace all of its public access dispensers within the AQMD territory
 - Without their support project would not have been possible
- ENRG has now replaced almost all of its dispensers in Southern California with this new system
- SoCalGas will soon replace all of their public access dispensers as well as part of the grant
- Will soon add additional cards including Voyager, Wright Express and American Express

Thank you!!

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